

FALL OPENING

Enriched with this season's finest collection of merchandise—THE THALHIMER STORE bids you welcome—and extends a hearty and sincere invitation to every one to attend our magnificent autumn opening to-morrow.

Display of Women's Charming Autumn Clothes

Each article of apparel attest some novel feature of tailoring, combining the art and grace of the foreign model with its American modifications. The very newest productions are here shown in fullest assortment, and the styles are more varied than ever before in the history of "Ready-to-Wear."

Evening Coats for Horse Show.

Chiffon Broadcloth Evening Coats, in gray and champagne, 50 inches long, stitched strap trimming, collarless effect, with touch of velvet trimmings. Price, \$25.00.

Evening Coats, in cream broadcloth, exquisitely embroidered in new designs, 50 inches long, lined throughout with white satin. Special price, \$30.00.

Elegant Broadcloth Evening Coats, in cream and black, broad silk braid trimmed in effective designs and embroidered models, pan velvet collar, lined throughout—\$35.00 and \$40.00.

High Grade Novelty Evening Coats, in white and black broadcloth, full plaited back and front, with fancy applique braided collar, new full sleeve, with ripples of cut broadcloth, elegantly lined throughout. Monday's opening price, \$48.50.

Elegant Autumn Skirts.

Black and Blue Panama Skirts, with double box and cluster of side plaiting, giving a fitted top and extra full effect at bottom. Price, \$5.00.

Stylish Plaids, light and dark mixtures, also Black Panamas, made with inserted plait front, also Kilted Skirts. Price, \$6.48 and \$7.48.

Of the Very Best Chiffon Panama, in black only, back and front plaited, with side-plaited panel, an entirely new model, cut full. Price, \$8.48.

Superb Quality Black Voile Skirts, two plaited panels on each side, finished with taffeta bands, stylishly designed. Special, \$12.50.

Imported French Voile, in a new box-plaited model, cut very full, bias folds of taffeta around the hips. Price, \$15.00.

Rare Silk Waists.

New Evening Waists of White Net, entire yoke of real lace, with rows of dainty lace over shoulders, three-quarter length sleeves. Special opening price, \$5.00.

Rich Dotted Nets, elaborately trimmed with lace and insertions, others tucked yoke effect, trimmed with daisy ribbon, open back. Price, \$8.48.

Black Taffeta Silk Waists, full tucked front, set with medallions and Val, lace, long sleeves, with deep cuffs, excellent values. Price, \$10.00.

Effective Plaids, made in the bias effect, neat stock collar with tie, long sleeves. Special price, \$8.48.

Waist of Elegant Messaline, with entire yoke of rows of dainty lace, trimmed underneath yoke, French knits, in light blue, pink and white. Price, \$12.48.

New Ribbon Novelties.

The Ribbon innovations for the coming season are very decided. They include the fancy plaids, Bayadere and Roman stripes, the fancy warp prints and the fancy stripes in striking dark and light color combinations.

The newest designs in Roman Stripe Ribbon, 5 1/2 inches wide, 50c yard.

Beautiful 4-inch Roman Stripe Ribbon, in the best colors, 35c yard.

Besides these, we have a Ribbon 4 1/2 inches in width, with solid colored centres and Roman stripe edges, for 45c yard.

Roman Stripe Belting, No. 3, with the moire effect; sale price, 25c yard.

Rich New Plaid Ribbons, in the latest color combinations, 5 inches wide, 50c yard.

The next width, 4 1/2 inches wide, 35c yard.

A special lot of All-Silk Glace-Finish Taffeta, in all colors, No. 100; sale price, 25c yard.

A new lot of Persian Ribbons, for belting and hat trimmings, in the leading patterns, 5 1/2 inches wide, only 45c yard.

A 6-inch Louise Ribbon, in a few colors only, navy, green, brown and cream; for Monday, 10c yard.

New Ideas in Veilings.

The tendency to be a little longer, a little fuller and a little more of the veil than ever before. The plain and fancy mesh, with silk and chenille dots, we have priced at from 25c to \$1.00 per yard.

Hemstitched Chiffon Veils, 1 1/2 yards long; black, white and colors; Monday, 50c yard.

Hemstitched Chiffon Veils, with or without dots, 3 yards long; black, white and colors; \$1.25, \$1.50 and \$1.00.

Tuxedo Net Veils, with chiffon hemstitched borders, 1 1/2 yards long, all black and black and white, \$1.50.

Spanish Lace Veils, beautiful designs, in black, white, navy and brown, 1 1/2 yards long; sale price, 98c.

Full line of Tuxedo Net Veiling, in black, white and colors; Monday, 25c per yard.

Dainty Handkerchiefs.

Sheer Linen Handkerchiefs, plain hemstitched, 1-8, 1-4 and 1-2 inch hems; to-morrow, 12 1/2c.

Sheer Linen centre, with lace and footing edge; special, 12 1/2c.

Hemstitched, Embroidered Sheer Linen Lawn Handkerchiefs; sale price, 12 1/2c.

Linen Hemstitched, Embroidered and Scalloped Edge Handkerchiefs now 25c.

Sheer Linen Centre, Lace Edge Handkerchiefs, 25c.

Sheer Linen centre, with Oriental border, \$2.25.

New Belts.

Plaid Belts, the new fall styles, with large gilt buckles, 25c and 50c.

Princess Silk Girdles, large variety, 50c.

The new style Belts, in green, red and gray; sale price, 50c.

Black Crushed Leather Belts, with heavy gilt buckles; special, 50c.

Black Fritz Scheff Leather Belts, 25c.

White Crushed Leather Belts, with handsome pearl buckles; sale price, 50c.

Persian Leather Fritz Scheff Belts, 50c value; sale price, 25c.

Beauty Show of Women's Tailored Suits.

Horse Show Suits are here in ample variety. It's simply out of the question to try to describe the many beautiful creations awaiting your inspection, specially made for this occasion. Pay us a visit. You'll be very welcome.

Blue and Black Cheviot Suits, 24-inch semi-fitted coat, gray satin lined, fifteen-gore plaited skirts, strictly tailored garments, a \$15.00 value. Monday's Opening price, \$12.50.

Fancy Check Gray Worsteds Suits, fitted hip-length coats, strap and braid trimmed, collarless effect, nicely lined and tailored, full plaited skirts, \$17.50 value. Monday's Opening price, \$15.00.

Fancy Check Cloth Suits, in blue and green, garnet and black, stylish mannish effect, hip-length coat, bound with braid, guaranteed satin lining, new plaited skirts, strictly man-tailored suits, \$25.00 value. Monday's Opening price, \$20.00.

Elegantly Tailored Suits, in all shades of

Lymansville cheviot, fitted hip-length coat, braid and strap trimmed, fancy vest, with velvet collar finished with braid, taffeta lined, full plaited skirts, panel effect, \$30.00 value. Monday's Opening price, \$25.00.

High Grade Novelty Suits of Imported Plaid, all the new colorings and fancy check worsteds, in the new pony model and fitted coats, prettily braided, with fancy velvet vest, new hand-plaited skirts—these are perfectly finished in every detail. Monday's Opening price, \$35.00 to \$45.00.

Exquisite creations in Chiffon Broadcloth Suits, in the new bronze, russet browns and popular shades, the very latest cuts in blouses, pony coats and fitted models—no two alike—all cleverly designed and perfectly tailored. Monday's Opening price, \$40.00, \$45.00 and \$50.00.



Members of the Retail Merchants' Association.

Sale of Blankets, Comforts and Bedding.

A sale that will be hailed with delight by the far-seeing housewife, who will recognize it as an extraordinary opportunity to stock her beds for cold weather at a tremendous saving in expense. Every item in bedding line marked extremely low for this timely sale.

\$3.00 Gray Blankets, \$1.00 a Pair.

10-4 Gray Blankets, \$1.50 value, \$1.00.

11-4 Gray Blankets, \$1.69 value, \$1.25.

12-4 Extra Size Light and Dark Gray Blankets, \$2.00 value; sale price, \$1.50.

The Andrew Jackson Silver Gray Blankets, 10-4, \$4.00 value; sale price, \$3.00.

11-4 Andrew Jackson Blankets, in fine silver gray wool, \$5.00 value, \$4.00.

11-4 North Carolina Wool Blankets, in red, blue or pink border, \$6.48 value, \$5.00.

11-4 Satin Taped Select California Wool Blankets, \$8.50 value, \$6.48.

\$1.50 and \$1.00 Fancy Lounging Robes, Monday.

\$2.00 Comforters, full size, filled with pure white cotton,

50c

\$1.50

12-4 Extra Size Wool Blankets, finest \$10.00 quality; sale price, \$7.48.

Crib Blankets, large assortment, \$1.00 to \$4.00.

White Spread Sale.

The \$1.00 Royal Spread, for 3-4 bed, 79c.

55c Single-Bed Royal Spread, 60c.

Beautiful Imitation Marseilles Spread, \$1.25 value, 98c.

\$2.00 Extra Size 12-4 Spread, Marseilles patterns, \$1.48.

30 x 60 All-Wool Smyrna Rugs, in all new Oriental patterns,

\$1.50

25c yd. laid.

200 rolls of Hong Kong Mattings, large range of patterns,

25c yd. laid.

Sale of Newest Plaid Silks.

Extra Quality Plaid Silks, in all the predominating shades, 98c yard.

Roman Stripe Plaids, and other patterns just as desirable, 75c yard.

Black and White, Red and Black, Blue and Red Combinations in Plaid Silks, a 75c value; at the Silk Counter Monday only 58c yard.

SPECIAL.—Just received, a consignment from the manufacturers of 36-inch wide Satin, in all the leading shades. It will pay tailors and our trade generally to inspect these. They go at the remarkable price of \$1.35 yard.

Velvets and Velvetens.

We want to call your attention to the quality and shades of our Velvetens at \$1.00 yard.

Velvets, in all the leading shades, 75c to \$2.00 yard.

Sale of New Lines of Linens.

Our assortments of Linens include direct importations from the most reliable manufacturers of Ireland, Scotland, Germany and Austria. Every piece is thoroughly examined before it is passed upon and offered for sale. We have made ample preparations to supply every need of the housekeeper.

In Table Linen we show the best values at the most reasonable prices.

Silver Bleached Damask, 62 inches wide and very heavy weight, at 49c yard. A finer article, 1 1/4 yards wide, at 55c—both of these being much under their real value. At 75c we have a very full line in 72-inch goods, as also at 85c and \$1.00 per yard. These goods will impress you with their superiority by handling them.

In Bleached Damasks our line is as large and as reasonable, many of them being of our own importation, which means MINUS THE JOBBERS' PROFIT.

We supply Napkins, Doilies, etc., to go with these.

Wash Goods Section.

Where others are weak, we are strong. No other store in Richmond carries a domestic stock like this one. That's why we never miss a sale.

Large variety of the much-wanted Plaid Gingham, to-morrow, 12 1/2c yard.

35c Silk Gingham, in the rich plaids, 25c yard.

New Fall Percales, great assortment, have been marked for quick selling, 12 1/2c yard.

Seasonable Velour and Flannellettes, copied from the French Flannellettes, 12 1/2c and 15c yard.

Great Assortment Dress Trimmings

Never before has such a remarkable variety of Dress Trimmings been seen in Richmond. Every possible kind is included in all the new shades and color combinations. Every sort of novelty may be seen, in the pastel colorings and the fancy braid appliques, in the Persian bands, in the velvet and taffeta, mixed with silver and gold.

Persian Braids, in all the rich colors, 10c to 80c yard.

Beautiful Colored Applique Braids, 75c yard.

Gimp, in red, blue, brown and green, 10c to 25c yard.

All kinds of Fancy Braids in great profusion, from 10c yard to 25c.

White and Cream Braids, large variety, 10c yard.

Ladies' Knit Underwear.

Ladies' High Neck and Long Sleeve Full Bleached Vests, Pants to match, medium weight, extra large sizes 25c.

Ladies' Perfect-Fitting Cooper Ribbed Vests, silk trimmed, medium weight, Pants to match, 50c each.

"Retaining" Underwear for ladies, in a soft, fleece-lined Vest, with Pants that have a novel sliding waistband that is adjustable to any size waist, all sizes, 50c.

Union Suits for children, in cotton and wool, gray and white, 25c to \$1.50 each.

Men, Buy Here.

Men's 12 1/2c Fancy Handkerchiefs, all new, nebbly patterns, now 7 1/2c.

16c Linen Collars, all new summer shapes, 12 1/2c.

10c All Pure Linen White Hemstitched Handkerchiefs, sale price, 12 1/2c.

17c value White Foot Box, extra quality, 12 1/2c.

50c Neckties, slightly soiled, now 39c.

The new Columbia Shirts, in beautiful plaited bosom and separate cuffs, \$1.00.

The Fall Oxford Shirts, with cuffs attached, in pink and blue, \$1.00.

Visit the State Fair at Our Expense

Visitors to the State Fair and Horse Show can have their railroad fare refunded for a distance of 100 miles, and an admission ticket to the Horse Show or State Fair in addition, by spending \$30.00 with the Thalhimers Store, or any part of it, and the remainder with members of the Retail Merchants' Association.

Carpets Sacrificed.

LOT No. 1.—Axminster Carpets that sold for \$1.25 and \$1.50 a yard, 75c yard—85c laid. Fifteen different patterns.

LOT No. 2.—Moquette Carpets, very good patterns, that sold for \$1.00 and \$1.25 a yard; choice, 75c yard—85c laid.

LOT No. 3.—Velvet Carpets, about five different patterns; real value of these are \$1.25 yard; choice, 75c yard—85c laid.

We will make these goods up and hold until called for.

Hosiery Counter Specials.

THE GENUINE BUSTER BROWN STOCKINGS for Boys and Girls, made with three-thread, double knees, heels and toes—that why they wear so wonderfully well—25c pair.

Just received new line of Ladies' Black Cotton Hose, in heavy and light weight, for winter, 25c pair.

Black Cotton Hose, with ribbed top, for ladies, 25c pair.